

General Certificate of Secondary Education

B184CA

Leisure and Tourism

Unit B184: Meeting customer needs in the
leisure and tourism industries

Specimen Controlled Assessment Material

Instructions To Teachers

Before the candidate starts work on Tasks 2-7, you should:

- allocate a period of between 8-12 hours (in normal lesson time) in which the candidate will be carrying out research to meet their chosen customer brief;
- make appropriate arrangements for the candidate to access the school library and other available resources such as the Internet if possible. These resources will depend what is available in the Centre.

You must ensure that if any group research takes place in Task 1, this research is then used by the candidate on an individual basis when responding to Tasks 2-7 in the controlled environment.

The timeframe for completion of Tasks 2-7 is 12-15 hours which can be summarised as follows:

- Task 2 = 1 hour;
- Task 3 = 4-5 hours;
- Task 4 = 4-5 hours;
- Task 5 = 1 hour;
- Task 6 = 1-2 hours;
- Task 7 = 1 hour.

The candidate must be supervised at all times during the completion of Tasks 2-7. At the end of each period of work, the candidate's evidence must be collected in and given out again at the beginning of the next period of work.

You must ensure that the candidate does not introduce any new material into their research which is not accessed during the first 8-12 hours in preparing for Tasks 2-7.

It is possible for the candidate during the 8-12 hours preparation time to request assistance from you. It is appropriate, for example, for the candidate to ask for technical help in accessing the Internet or using a library catalogue. It would not be appropriate for the candidate to ask for your help in evaluating a particular source or for advice as to whether the conclusions they are drawing are accurate as they work their way through each of the Tasks.

You must ensure that if the candidate is using a word processor to produce their evidence for Tasks 2-7, ICT access is monitored very closely. You must also ensure that if hand written evidence is submitted, then the work is scanned to ensure e-moderation can take place.

At the end of the time set aside for completion of Tasks 1-7 you must collect in the candidate's evidence and use the mark scheme to internally assess the evidence produced. The work must then be sent to OCR for external moderation as per the guidelines specified in this specification.

You must not discuss Tasks 1-7 with the candidate at any time between periods of work.

Instructions To Candidates

You are allowed access to your **written** research notes from Task 1 when you come to respond to Tasks 2-7 in the controlled environment.

You will complete Tasks 2, 3, 4, 5, 6 and 7 in class, working independently.

On completion of Tasks 1-4 you must have compiled a bibliography. This will allow you to assess sources in Task 5.

You must not communicate with other candidates about the content of your work during the completion of Tasks 1-7.

You may use a word processor or you may hand write your responses to each of the Tasks.

Choosing an appropriate context

You will be acting in the role of a travel consultant.

You will need to research two destinations, one in the United Kingdom (England, Scotland, Wales and Northern Ireland) and one international destination (outside the United Kingdom).

You will need to research options to meet a specified customer brief below. For the purpose of this specimen controlled assessment material **two** examples of the types of contexts that will be available include:

Customer brief 1

A family group - mother, father, grandma and grandad, two children.

- Adults would like to relax. Children are energetic and need activities to keep them occupied.
- 1-2 weeks holiday.
- Important that family spends some time together on holiday.

Customer brief 2

Married couple.

- Enjoy sightseeing and cultural activities.
- 2 week holiday.
- They went without a holiday last year so that they could have enough money to have a really good holiday this year.

Task 1 is to be completed outside of the controlled environment and will not carry any mark tariff.

You must also compile a bibliography. This must be completed during the time set aside for completion of Tasks 1 -4 and must be made available for external moderation.

Task 1

- You must choose a customer brief from the list provided.
- You must carry out the research you will need to enable you to complete Tasks 2-7.

Task 2

- You must identify and describe the needs of your chosen customer(s) for a destination in the UK and for an international destination (outside the UK) (AO1).

Task 3 United Kingdom.

- You must apply your skills, knowledge and understanding of the leisure and tourism industries to choose appropriate organisations, facilities, experiences, services and products to meet your customer brief (AO2).
- You must use a suitable format to prepare and present your proposals to your customers (AO2).
- You must ensure you identify and describe appropriate organisations facilities, experiences, services and products to meet your customer brief (AO1).

Task 4 International destination (outside the United Kingdom)

- You must apply your skills, knowledge and understanding of the leisure and tourism industries to choose appropriate organisations, facilities, experiences, services and products to meet your customer brief (AO2).
- You must use a suitable format to prepare and present your proposals to your customers (AO2).
- You must ensure you identify and describe the appropriate organisations, facilities, experiences, services and products to meet your customer brief (AO1).

Task 5

- You must assess the value of the sources of information which you have used (AO3).

Task 6

- For each destination you must assess how the choices you have made meet the needs of your chosen customer(s) (AO3).
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Task 7

- You must recommend **one** destination to your customer(s), justifying your choice (AO

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

LEISURE AND TOURISM

**UNIT B184 MEETING CUSTOMER NEEDS
IN THE LEISURE AND TOURISM
INDUSTRIES**

Specimen Controlled Assessment Mark Scheme

The maximum mark for this unit is **60**

TASK 2

Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO1	Customer needs are identified although evidence brief and underdeveloped. 1-2 marks	Customer needs are accurately identified and described. 3-4 marks	Customer needs have been identified and described in detail. Evidence is both realistic and appropriate. 5-6 marks	6

0 marks = no evidence submitted or work submitted does not address assessment objective.

TASK 3

Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO2	There is generality in the proposal, which does not clearly apply to the needs of the chosen customer(s). The proposal may be incomplete and/or the format inappropriate. 1-4 marks	A range of suitable organisations facilities, experiences, services and products have been applied to the main needs of the customer(s). The proposal and format are fit for purpose. 5-8 marks	A comprehensive range of organisations facilities, experiences, services and products have been clearly applied to the needs of the customer(s). The proposal and format are engaging and particularly suited to the customer brief. 9-12 marks	12
A01	Some organisations facilities, experiences, services and products identified. Evidence brief and underdeveloped. 1-2 marks	A range of suitable organisations facilities, experiences, services and products identified and described. 3-4 marks	A comprehensive and range of organisations facilities, experiences, services and products identified and described. Evidence is both realistic and appropriate. 5 marks	5

0 marks = no evidence submitted or work submitted does not address assessment objective.

TASK 4				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO2	<p>There is generality in the proposal, which does not clearly apply to the needs of the chosen customer(s). The proposal may be incomplete and/or the format inappropriate.</p> <p>1-4 marks</p>	<p>A range of suitable organisations facilities, experiences, services and products have been applied to the main needs of the customer(s). The proposal and format are fit for purpose.</p> <p>5-8 marks</p>	<p>A comprehensive range of organisations facilities, experiences, services and products have been clearly applied to the needs of the customer(s). The proposal and format are engaging and particularly suited to the customer brief.</p> <p>9-12 marks</p>	12
A01	<p>Some organisations facilities, experiences, services and products identified. Evidence brief and underdeveloped.</p> <p>1-2 marks</p>	<p>A range of suitable organisations facilities, experiences, services and products identified and described.</p> <p>3-4 marks</p>	<p>A comprehensive and range of organisations facilities, experiences, services and products identified and described. Evidence is both realistic and appropriate.</p> <p>5 marks</p>	5

0 marks = no evidence submitted or work submitted does not address assessment objective.

TASK 5				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
AO3	<p>Little attempt made to consider the value of the sources used. Judgements if any are weak and superficial.</p> <p>1-2 marks</p>	<p>There is a sound assessment of the value of the sources used. There is some analysis within the work. Judgements when made are sound and coherent.</p> <p>3-4 marks</p>	<p>There is a full assessment of the value of the sources used. Strong evidence of analytical and evaluative skills.</p> <p>5-6 marks</p>	6

0 marks = no evidence submitted or work submitted does not address assessment objective.

TASKS 6 and 7				
Assessment objective	Level 1	Level 2	Level 3	TOTAL
A03	<p>Some limited analysis with no real justification of how the choices made meet the needs of the customer(s). Limited attempt to recommend a suitable destination or the destination recommended is not appropriate. Justification of recommendation is very weak and superficial. Quality of written communication demonstrates limited clarity and coherence with basic use of correct terminology. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p>	<p>A sound attempt to justify how the choices made meet the needs of the customer (s). Good attempt to recommend a suitable destination. Analysis clear and judgements to support recommendation when made are sound and coherent. Quality of written communication demonstrates clarity and coherence with appropriate use of correct terminology. There may be occasional errors of grammar, punctuation and spelling but these are not intrusive.</p>	<p>A comprehensive justification of how the choices made meet the needs of the customer (s). Clear and appropriate recommendation made. Strong evidence of analytical and evaluative skills with judgements often going back to original research in justifying recommendation made. Quality of written communication demonstrates clarity, coherence and fluency with effective and confident use of appropriate and correct terminology. There are few, if any, errors of grammar, punctuation and spelling.</p>	14
	1-4 marks	5-9 marks	10-14 marks	

0 marks = no evidence submitted or work submitted does not address assessment objective.